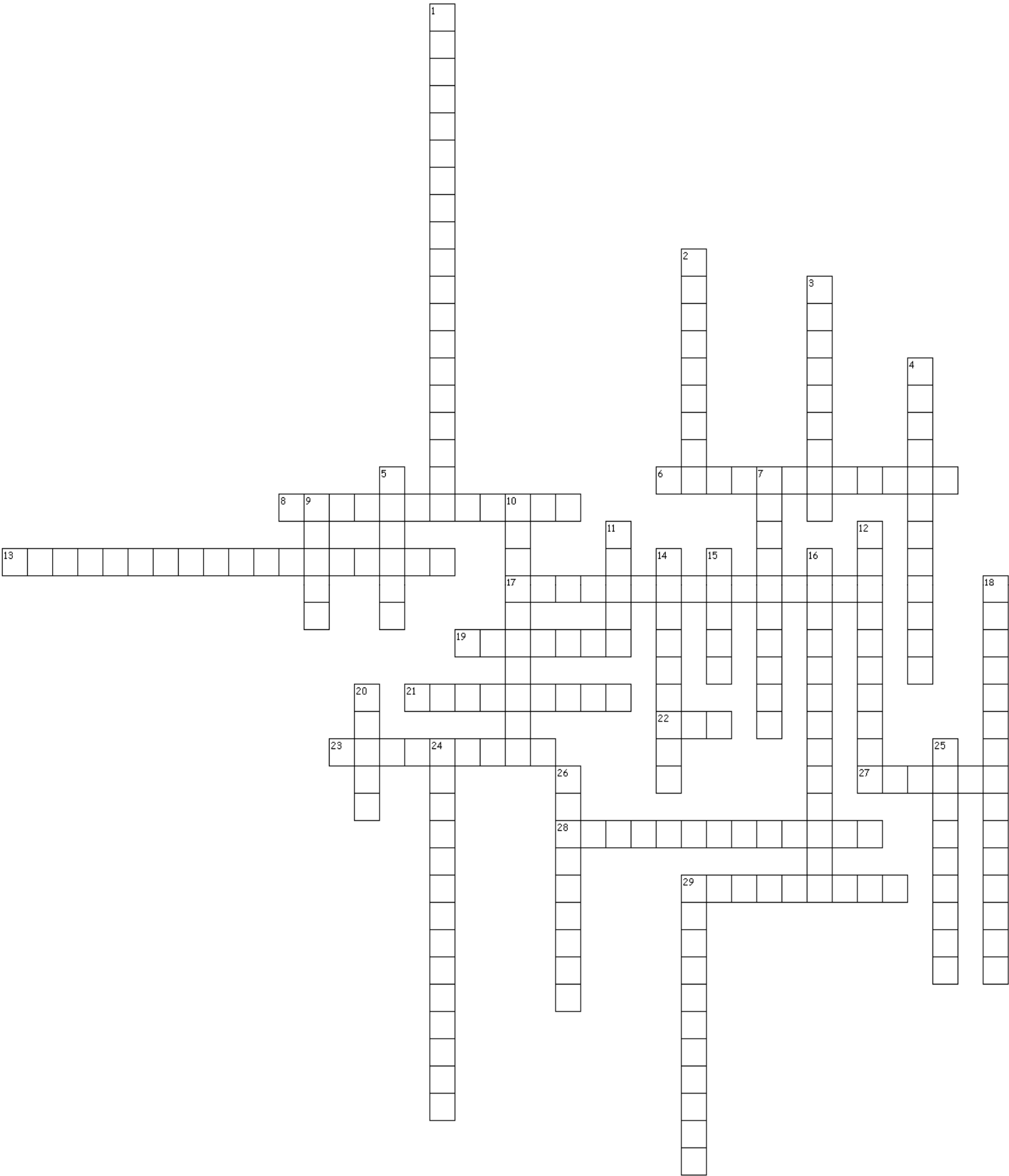


Standard 2 Crossword



Across

6. The _____ is the particular segment of the population to whom a firm's marketing activities are directed.
8. Business advertising includes trade, _____, and agricultural/farm advertising.
13. _____ media allows the audience to participate actively and immediately.
17. _____ activities are used as part of the marketing mix because they create awareness and credibility for the firm at a relatively low cost.
19. The _____ component of the marketing mix includes goods, services, and ideas.
21. _____ refers to the number of times the same people or households are exposed to an advertising message during a given time period.
22. _____ involves building and reinforcing mutually profitable relationships with employees, customers, other stakeholders, and the general public.
23. Collateral materials may include _____ to communicate information about a company and its brands to consumers.
27. Consumer advertising includes non-commercial public service announcements and _____ advertising.
28. _____ advertising does not seek profits for the advertiser and is used by government and non-profit organizations.
29. _____ advertising is intended to bring about action by the reader, such as selecting a different brand of product when they shop.

Down

1. _____ are promotional tools used to communicate information about a company and its brands to consumers.
2. _____ includes radio, television, newspapers, magazines, billboards, direct mail, Internet, etc.
3. _____ media includes outdoor and transit advertising.
4. The _____ is concerned with having the right product at the right place at the right time with the right promotion.
5. A _____ is a channel of communication.
7. _____ media includes radio, network television, and cable television.
9. _____ refers to the total number of different people or households exposed to an advertising message during a given time period.
10. _____ advertising is used to sell a company's mission or philosophy.
11. _____ media includes newspapers and magazines.
12. _____ advertising promotes selected goods that have been dramatically discounted to create an impression of storewide low prices and increase traffic in the store.
14. _____ includes advertising, personal selling, sales promotion, and public relations activities.
15. The _____ component of the marketing mix affects the type of advertising used.
16. The _____ or planned messages companies and organizations create and disseminate to support their marketing objectives and strategies is called promotion.
18. A key component of _____ is that it includes face-to-face contact.
20. _____ advertising is used by companies that don't compete on price.
24. _____ is a communications tool that offers special incentives to motivate people to act right away.
25. The process of planning and executing the conception, pricing, distribution, and promotion of ideas, goods, and services to create exchanges that satisfy the perceived needs, wants, and objectives of individuals and organizations is called _____.
26. The people who buy a product for their own use or someone else's personal use are called _____.
29. _____ is the structured and composed non-personal communication of information that is usually paid for and is usually persuasive in nature.

Standard 2 Crossword Key

Across

- 6. Target Market
- 8. Professional
- 13. Digital Interactive
- 17. Public Relations
- 19. Product
- 21. Frequency
- 22. IMC
- 23. Sales Kits
- 27. Retail
- 28. Noncommercial
- 29. Awareness

Down

- 1. Collateral Materials
- 2. Mass Media
- 3. Out of Home
- 4. Marketing Mix
- 5. Medium
- 7. Electronic
- 9. Reach
- 10. Nonproduct
- 11. Print
- 12. Loss Leader
- 14. Promotion
- 15. Place
- 16. Communication
- 18. Personal Selling
- 20. Image
- 24. Sales Promotion
- 25. Marketing
- 26. Consumers
- 29. Advertising